

# WSDOT Ferries Marketing Program

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**Washington State Transportation Commission**  
**October 18, 2011**

# Marketing Program Objectives

The WSDOT Ferries Division marketing program is designed to:

- Raise the profile of the ferry system's programs and services
- Promote use of the system during off-peak travel times
- Support our communities with destination marketing

# Website Improvements

- Homepage redesign
- Linking to our communities
- Best times to travel
- Social media links; creation of a blog

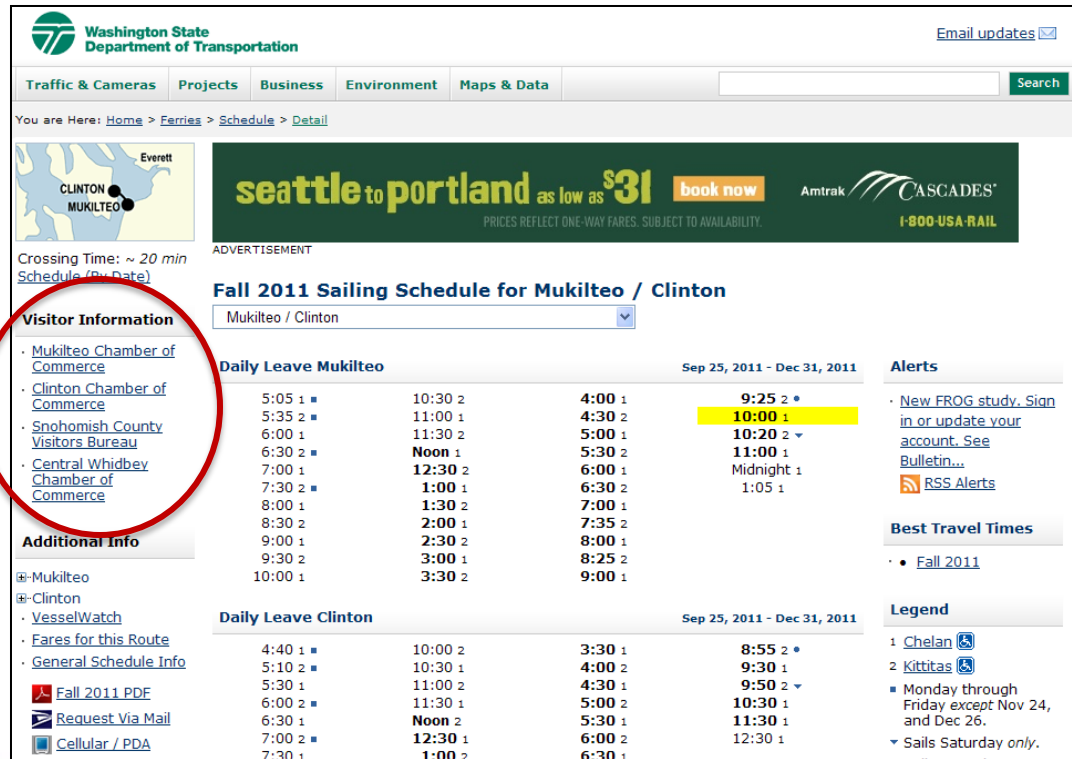
# Homepage Redesign

- Targets commuter & infrequent traveler
- Addition of rotating feature or “spotlight”
- User-friendly




# Linking to Our Ferries Communities

Each route page links visitors to chambers and visitor bureau of featured terminals




Washington State Department of Transportation


Email updates 

Traffic & Cameras Projects Business Environment Maps & Data Search

You are Here: [Home](#) > [Ferries](#) > [Schedule](#) > [Detail](#)

 Everett  
CLINTON  
MUKILTEO

Crossing Time: ~ 20 min  
[Schedule \(By Date\)](#)

**seattle to portland** as low as \$31 [book now](#) Amtrak  **CASCADES**  
I-800-USA-RAIL  
PRICES REFLECT ONE-WAY FARES. SUBJECT TO AVAILABILITY.

ADVERTISEMENT

**Fall 2011 Sailing Schedule for Mukilteo / Clinton**

Mukilteo / Clinton

**Visitor Information**

- [Mukilteo Chamber of Commerce](#)
- [Clinton Chamber of Commerce](#)
- [Snohomish County Visitors Bureau](#)
- [Central Whidbey Chamber of Commerce](#)

**Additional Info**

- Mukilteo
- Clinton
- [VesselWatch](#)
- [Fares for this Route](#)
- [General Schedule Info](#)
- [Fall 2011 PDF](#)
- [Request Via Mail](#)
- [Cellular / PDA](#)

**Daily Leave Mukilteo** Sep 25, 2011 - Dec 31, 2011

5:05 1	10:30 2	4:00 1	9:25 2
5:35 2	11:00 1	4:30 2	10:00 1
6:00 1	11:30 2	5:00 1	10:20 2
6:30 2	Noon 1	5:30 2	11:00 1
7:00 1	12:30 2	6:00 1	Midnight 1
7:30 2	1:00 1	6:30 2	1:05 1
8:00 1	1:30 2	7:00 1	
8:30 2	2:00 1	7:35 2	
9:00 1	2:30 2	8:00 1	
9:30 2	3:00 1	8:25 2	
10:00 1	3:30 2	9:00 1	

**Daily Leave Clinton** Sep 25, 2011 - Dec 31, 2011

4:40 1	10:00 2	3:30 1	8:55 2
5:10 2	10:30 1	4:00 2	9:30 1
5:30 1	11:00 2	4:30 1	9:50 2
6:00 2	11:30 1	5:00 2	10:30 1
6:30 1	Noon 2	5:30 1	11:30 1
7:00 2	12:30 1	6:00 2	12:30 1
7:30 1	1:00 2	6:30 1	

**Alerts**

- [New FROG study. Sign in or update your account. See Bulletin...](#)
- [RSS Alerts](#)

**Best Travel Times**

- Fall 2011

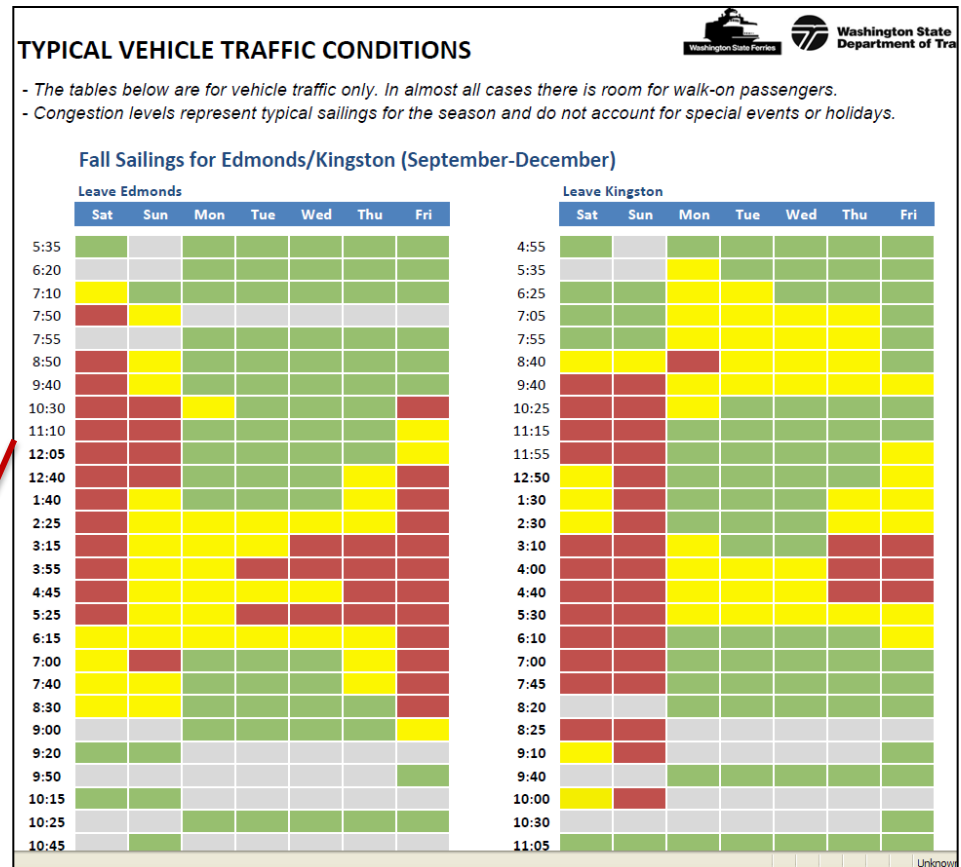
**Legend**

- 1 Chelan
- 2 Kittitas
- Monday through Friday except Nov 24, and Dec 26.
- ▼ Sails Saturday only.

# Best Times to Travel

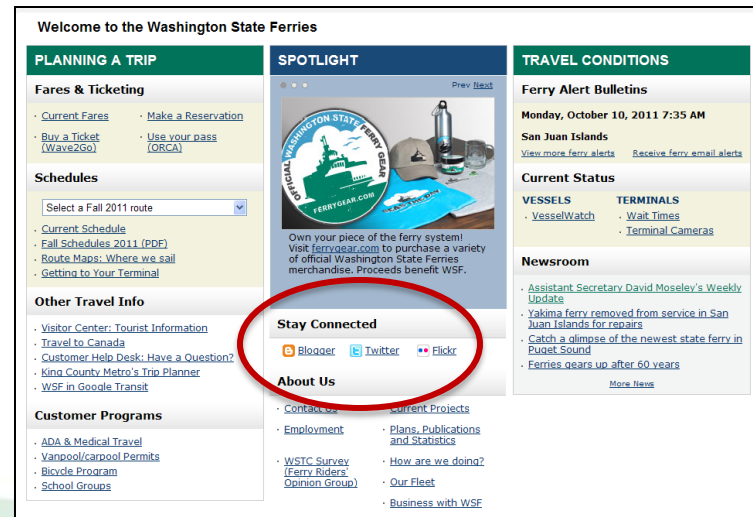
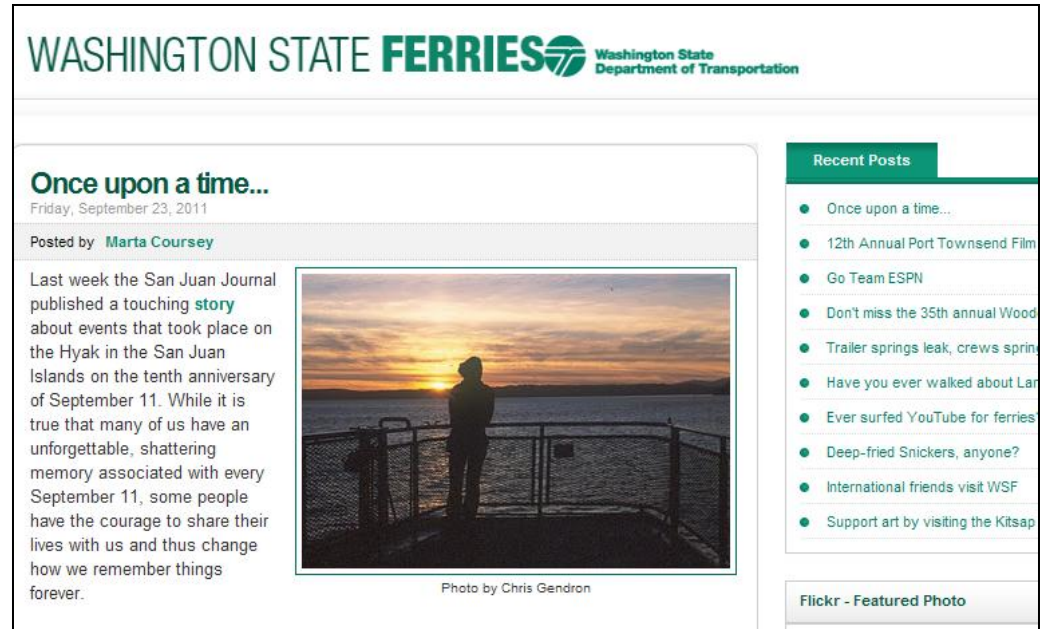
Colors indicate least, moderate and heavy congestion

Fall 2011 Sailing Schedule for Edmonds / Kingston			
Edmonds / Kingston			
Monday through Friday Leave Edmonds		Sep 25, 2011 - Dec 31, 2011	
5:35 1	12:05 1	6:15 1	11:45 1
6:20 2	12:40 2	7:00 2	12:55 2 ▲
7:10 1	1:40 1	7:40 1	
7:55 2	2:25 2	8:30 2	
8:50 1	3:15 1	9:00 1	
9:40 2	3:55 2	9:50 2 ▲	
10:30 1	4:45 1	10:25 1	
11:10 2	5:25 2	11:10 2 ▲	
Monday through Friday Leave Kingston		Sep 25, 2011 - Dec 31, 2011	
4:55 1	11:15 1	5:30 1	11:05 1
5:35 2	11:55 2	6:10 2	12:05 2 ▲
6:25 1	12:50 1	7:00 1	
7:05 2	1:30 2	7:45 2	
7:55 1	2:30 1	8:20 1	
8:40 2	3:10 2	9:10 2 ▲	
9:40 1	4:00 1	9:40 1	
10:25 2	4:40 2	10:30 2 ▲	
Saturday and Sunday Leave Edmonds		Sep 25, 2011 - Dec 31, 2011	



# Social Media - Blog

Allows WSDOT  
Ferries Division to  
stay in touch with our  
customers by sharing  
unique stories about  
the ferry system and  
inspiring enthusiasm.



# Celebrating 60 Years of Ferries Service

- Media
- Partnerships
- Commemorative logo
- Community meetings
- Merchandising



# “Celebrating 60” Media

- News releases
  - State ferries celebrates 60 years of crew safety
  - WSDOT honors employees for ferry reliability
  - Sharing 60 years of “ferry tales”
  - Ferries gears up after 60 years
- Radio campaign
- Maritime publication

# “Celebrating 60” Partnerships

- Mariners Ferry Fan Night
- Chinook Book Coupon Discount
- Whale Trail

[illegible]

# “Celebrating 60” Commemorative Logo

- Logo options designed by WSDOT graphics
- Logo selected by ferry system employees
- Gifted to WSDOT Ferries Division employees as “thank you” for years of service



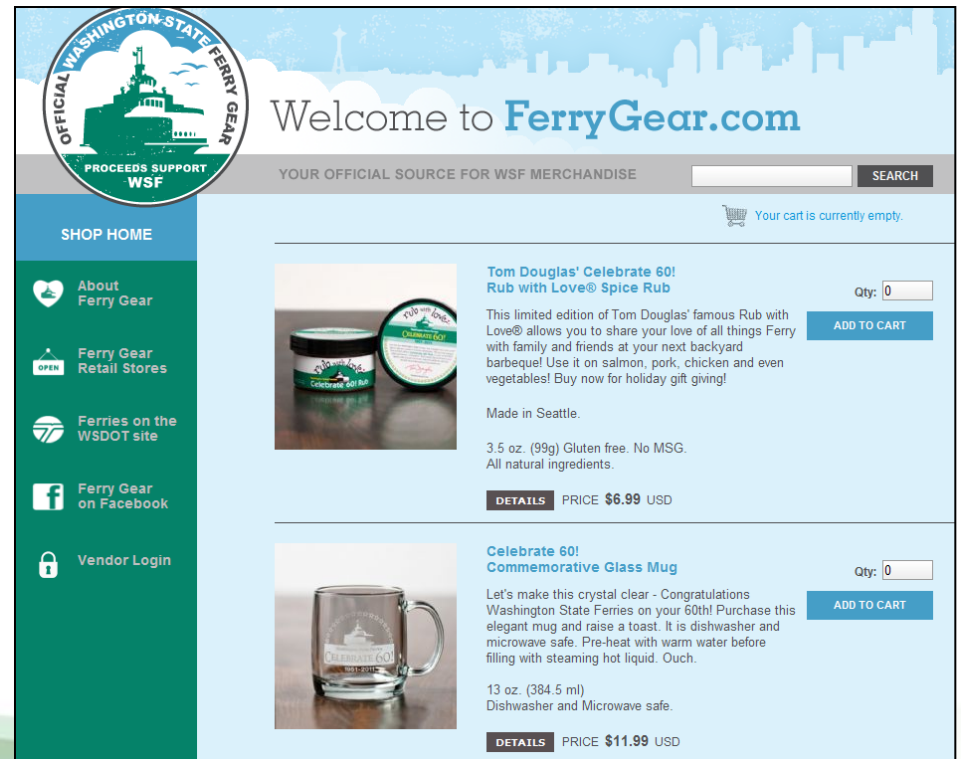
# “Celebrating 60” Community Meetings

WSDOT Ferries Division recognized 60 years of service at nine community meetings and at the Salish ferry celebration.



# “Celebrating 60” Merchandising

- WSDOT Ferries Division and its advertising and marketing company Trans4media have launched [FerryGear.com](http://FerryGear.com).
- Proceeds help benefit the ferry system.



# Community Marketing

Launched pilot community advertising program

- Offered gratis advertising space to local chambers of commerce
- In return, WSDOT Ferries Division invited to present affordable advertising for chamber memberships





# Community Marketing

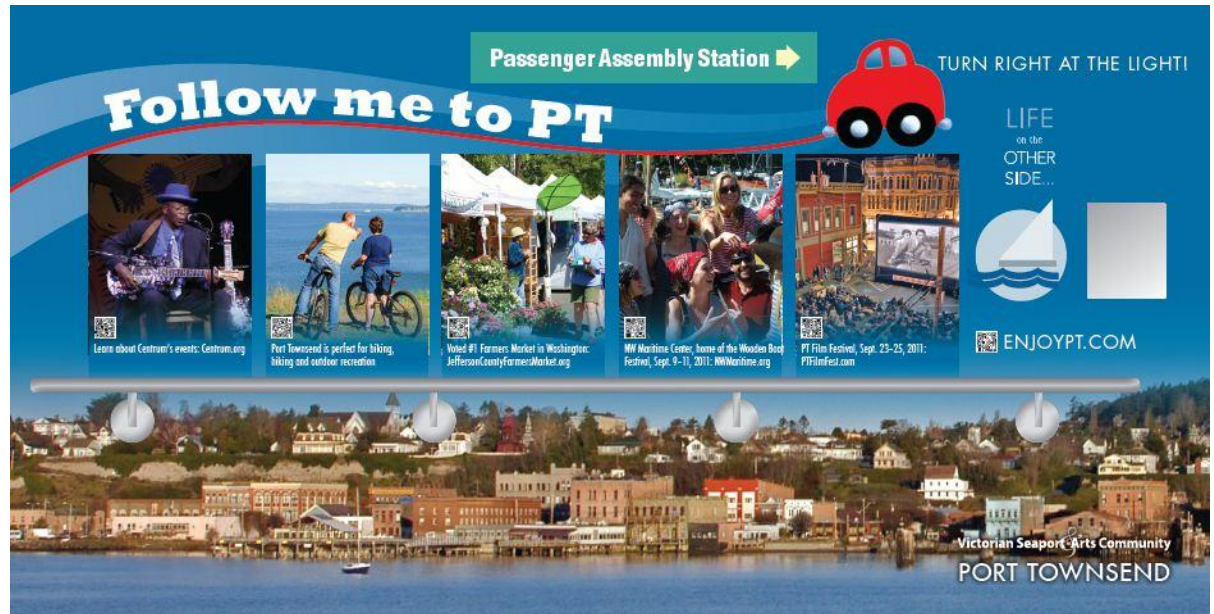
WSDOT Ferries Division now has over 35 local businesses from Bainbridge Island and Kitsap County advertising on the ferry system video screens

*“Our campaign has generated a wonderful response from our Bainbridge Island Community and visitors. Both are important target audiences for our branded THINK LOCAL FIRST campaign, and it would not have been possible to reach them as completely without your willingness to provide access to the visual components available through the digital screens and graphics on the Bainbridge Island ferry terminal” - Andie Mackin, B.I.D.A.*

# Community Marketing

Other communities engaged in the program include:

- Anacortes
- Port Townsend
- Coupeville (Whidbey Island)





# Next Steps

- Continue expansion of community marketing pilot program
- Create new partnerships and expand existing ones
- Second layer of website improvements
- Promoting ferry tales
- Recording new customer service announcements
- Commemorative anniversary magazine
- Travel packages

# Questions?

For more information on the WSDOT Ferries Marketing Program,  
please contact:

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